

# **Historic, Archive Document**

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WHOA!



times have changed

# WHOA!



Time was when "whoa" was an often-used word on the farm. Those were the days when "horsepower" came on the hoof — not on wheels.

**But..** times have changed, you don't say "WHOA" to your tractor.

## Todays Farmer...

is a **MODERN** farmer.

He farms in a modern way. He uses selected seed stock, developed through research work of agricultural scientists. His farm practices emphasize conservation of his soil resources. He improves his yields through the use of laboratory-developed chemical fertilizers and insecticides. He uses labor-saving machinery and equipment. The modern farmer also runs his farm in a business-like fashion. He must do this because today's farming calls for larger INVESTMENTS — and unless these investments are *properly protected*, they can be lost.





**Businessmen** said "whoa" a long time ago to risking the loss of their investments by sharing common business hazards through INSURANCE. The modern farmer does the same through FEDERAL ALL-RISK CROP INSURANCE.

FARMING, after all, remains

## A Risky Business

The natural hazards to crop production are still with us —



**Drought • Floods**

**Frost • Winterkill**

**Excessive Rains**

**Hail • Fire and others**

All these are beyond human control.

**Insect Infestations and**

**Plant Diseases**

Although sometimes controlled, often get out of hand and destroy promising crops.

## PROTECTION



for the money you invest in producing your crops is available to you through your county MULTIPLE CROP INSURANCE program. This is a modern insurance program, for modern, progressive farmers like **YOURSELF**.

This program guards the money you invest in crop protection against any natural hazard beyond your power to control. It is a straight business proposition. It operates along well-established INSURANCE PRINCIPLES. You buy it through the payment of a premium. If your crops fail, you collect an indemnity.

# Full Details

of this program are available to you at the County Office.

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Its features, briefly, are the following:

- Your crop investment is protected ALL THE WAY — through the growing season until harvest.
- Most of the crops grown in your county are covered.
- The cost of MULTIPLE CROP INSURANCE is LOW!
- The more DIVERSIFICATION between crops, the LOWER your premium.
- CONTINUING protection. Your policy remains in force from year to year unless cancelled.
- MULTIPLE CROP INSURANCE is backed by the FEDERAL government. Indemnities are paid promptly when due.

The modern farmer knows that neither he nor anyone else can predict the future. He can only guess what the harvest will bring. And one can guess wrong — just as those who said the tractor would never replace the horse — guessed wrong.

The modern farmer doesn't guess — he makes sure — with insurance!

It's bad enough to lose your crops — but it's even worse to lose your crop investment. What's more, it's *unnecessary* when you can protect your investment.

No, you don't say "whoa" to your tractor. You put on the brakes. Why not put the brakes on CROP FAILURE LOSSES? You can do it with crop insurance—basic farm insurance protection against the loss of capital investment for profit.

Your COUNTY OFFICE will be glad to tell you how this program fits your needs. Look into it TODAY!

**Federal Crop Insurance Corporation**  
**UNITED STATES DEPARTMENT OF AGRICULTURE**